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Recipe Manual Verlag Heinz Sp ä thling  
This book deals with burning problems of the Indian Environment. The volume reveals the role of science and technology in the development of industry in rural, urban and remote areas, impact of new economic policy and the new role of government, need for a new integrated science, technology and industrial development policy, strategy and perspective role of NGO\'s utilization of natural resources and their improved sustainability for future scientific and industrial development.

## **Demystifying Social Finance and Social Investment** Agate Publishing

Contos e poesias vencedores da 9ª edição do Prêmio Off Flip de Literatura, selecionados por Celina Portocarrero, Homero Fonseca e Ovídio Poli Junior

Publicidad y lengua espa ñ ola Prometheus  
Companion to Celebrity presents a multi-disciplinary collection of original essays that explore myriad issues relating to the origins,

evolution, and current trends in the field of celebrity studies. Offers a detailed, systematic, and clear presentation of all aspects of celebrity studies, with a structure that carefully build its enquiry Draws on the latest scholarly developments in celebrity analyses Presents new and provocative ways of exploring celebrity ' s meanings and textures Considers the revolutionary ways in which new social media have impacted on the production and consumption of celebrity  
How to Design Websites CRC Press  
This book is the first authoritative text on the role that physicists play in solving the inherently multidisciplinary science and technology challenges in food manufacturing. Topics range from designing safe, nutritious and great-tasting foods to the process technology and manufacturing know-how needed to deliver compelling product innovation. The book provides a foundational resource for the transformation of engineering and materials characterisation in the food and pharmaceuticals industries. It is an essential reference for interdisciplinary physical scientists, food/nutrition scientists and engineers working in academic research, government labs and industry, and it is also a valuable resource for R&D staff and product engineers working for suppliers of specialist instrumentation and equipment to the food processing industry. The

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book is augmented by complementary presentations from the Fourth IOP Physics in Food Manufacturing Conference 2020, held in Leeds, UK. Key Features The first authoritative account of the diverse role that physics and physicists play in the food processing industry. A go-to reference source for anyone wishing to become involved in food processing - science, technology, engineering. Expert accounts by leading academics and industrial scientists.

### **Multimodal Metaphor** Kogan Page Publishers

As a customer, have you ever felt dissatisfied with a product or service? Is it possible that customers may be similarly unhappy with your company? Being aware of and exploring your consumers' diversity constitutes the best source of information available if you are to lead the way in design innovation, marketing orientation and service provision. Universal Design: The HUMBLE Method for User-Centred Business offers every type of organization a clear understanding of the role and value of Design for All/Universal Design (the intervention in environments, products and services to enable everyone, regardless of age, gender, capabilities or cultural background, to enjoy them on an equal basis). The seven phase model integrates the users' point of view, enabling you to assess your current business strategy and design practices, and make your product or service appealing to all your potential customers, thus creating a better, more consumer-oriented experience. This book is a must-read for organisations who wish to consider their products and services from the customer point of view and so gain an advantage over their competitors.

Geschiedenis van de moderne literatuur  
Routledge

The worldwide bestseller - 1/4 million copies sold 'Written by a World Barista Champion and co-founder of the great Square Mile roasters in London, this had a lot to live up to and it

certainly does. Highly recommended for anyone into their coffee and interested in finding out more about how it's grown, processed and roasted.' (Amazon customer) 'Whether you are an industry professional, a home enthusiast or anything in between, I truly believe this is a MUST read.' (Amazon customer) 'Informative, well-written and well presented. Coffee table and reference book - a winner' (Amazon customer) 'Very impressive. It's amazing how much territory is covered without overwhelming the reader. The abundant photos and images are absolutely coffee-table-worthy, but this book is so much more. I think it would be enjoyable for an obsessed coffee geek or someone who just enjoys their java.' (Amazon customer) For everyone who wants to understand more about coffee and its wonderful nuances and possibilities, this is the book to have. Coffee has never been better, or more interesting, than it is today. Coffee producers have access to more varieties and techniques than ever before and we, as consumers, can share in that expertise to make sure the coffee we drink is the best we can find. Where coffee comes from, how it was harvested, the roasting process and the water used to make the brew are just a few of the factors that influence the taste of what we drink. Champion barista and coffee expert James Hoffmann examines these key factors, looking at varieties of coffee, the influence of terroir, how it is harvested and processed, the roasting methods used, through to the way in which the beans are brewed. Country by country - from Bolivia to Zambia - he then identifies key characteristics and the methods that determine the quality of that country's output. Along the way we learn about everything from the development of the espresso machine, to why strength guides on supermarket coffee are really not good news. This is the first book to chart the coffee production of over 35 countries, encompassing knowledge never previously published outside the coffee industry.

Warranties & Refunds Tübinger  
Vereinigung für Volkskunde e.V.

What makes someone covet a Kelly

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bag? Why are Cirque Du Soleil or Grey Goose so successful despite breaking all the conventions of their categories? What does Gucci's approach to marketing have in common with Nespresso's? And why do some people pay a relative fortune for Renova toilet paper or Aesop detergent even though they hardly ever 'advertise' and seem to have none of the 'functional performance advantages' conventional marketers would seek to demonstrate? Prestige brand experts JP Kuehlwein and Wolfgang Schaefer have dedicated themselves to studying what drives the success of prestige brands. Rethinking Prestige Branding collects their insights. Uncovering the secrets of why and how some brands are created more equal than others, Rethinking Prestige Branding includes over 100 case studies from Apple and Abercrombie & Fitch to Tate Modern and Tesla. Rather than re-telling brand success stories or re-hashing long-standing marketing principles, it takes readers on a colourful journey behind the scenes of today's marketing pros. This book will fascinate marketing professional just as much as those who are simply curious as to how premium brands tick.

*L'Espresso Artisan*

Tout pour préparer vos contrôles, réviser et réussir votre bac ! Cet ouvrage vous propose : Les cours complets dans toutes les matières, pour comprendre et mémoriser l'essentiel. Des exercices de type bac, et tous les corrigés, pour s'entraîner. Les méthodes du bac, illustrées par des sujets types corrigés : analyses de situations de vente et de gestion et études de cas ; compréhension et expression en langues ; exploitation de documents et question de synthèse en histoire-géographie. Le descriptif détaillé des épreuves

écrites et orales : définitions, durées, coefficients...

**Terribly Important!** Springer

"Metaphor studies" has over the past 30 years become a discipline in its own right, mainly because of the cognitive linguistic claim that metaphors characterize thought, not just language. But most metaphor scholars hitherto focus exclusively on its purely verbal expressions. Since both persuasive and narrative discourses in contemporary society increasingly draw on modalities other than language alone, sustained research into a broader range of manifestations of metaphor is imperative. This volume is the first book-length study to investigate multimodal occurrences of metaphor, and is of interest to scholars interested in metaphor as well as in multimodal discourse. Each chapter investigates metaphors whose identification and interpretation depend on the co-presence of at least two of the following modalities: language, visuals, gestures, sound, music. On the basis of case studies in a variety of discourse genres (advertising, cartoons, films, comics, conversation, music, amply represented in photographs, logos, drawings, film stills, and musical scores), the contributors demonstrate that, and how, metaphor can occur multimodally, providing ideas and methodological angles enabling further theorizing and testing in this rapidly expanding field. Covering creative as well as conceptual metaphors, and where appropriate evaluating cultural factors governing metaphor interpretation, the contributors provide a wealth of material for studying the conceptual and rhetorical force of metaphor in contemporary society.

**Zero** Hachette Éducation

This book shows how to build successful luxury brands using the power of sensory science and neuro-physiology. The author

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introduces – based on inspiring business cases like Tesla, Louis Vuitton, Chanel, Hermès, Moncler, Louboutin, or Sofitel in industries such as Fashion, Automotive or Leisure – groundbreaking scientific methods - like the Derval Color Test® taken by over 10 million people - to predict luxury shoppers' preferences and purchasing patterns and illustrates common and unique features of successful luxury brands. Through various practical examples and experiments, readers will be able to build, revamp, or expand luxury brands and look at luxury from a new angle.

### **Rethinking Prestige Branding**

Comunicacion Social

Fernsehwerbung kommt selten ohne die Darstellung von Freizeit aus: Images von Urlaub, kleinen Pausen oder anderen Auszeiten sind in ihr geradezu omnipräsent. An der Schnittstelle zwischen kulturwissenschaftlicher Freizeitforschung, Werbeanalyse und Medienwissenschaft untersucht Christine Hämmerling anhand eines umfangreichen Samples aktueller Werbeclips die Beziehungen zwischen Freizeit und Werbung. Die analysierten Clips verweisen auf Wünsche, Hoffnungen und damit implizit auch auf Ängste und Befürchtungen: Übersetzungen unserer Vorstellungen vom guten Leben und von sinnvoll verbrachter Zeit?

*Discourse and Creativity* Walter de Gruyter In deze monumentale studie behandelt Herman Brusselmans de literatuur uit verschillende tijdvakken, met de nadruk op dat van na 2008. Hij analyseert de biografieën van talloze auteurs, alsmede de aard en de kern van hun oeuvre. Noem een Vlaamse of Nederlandse auteur, en de kans is klein dat niet minstens zijn of haar naam en een paar titels van zijn of haar hand in deze studie verschijnen.

Brusselmans geeft uitleg en biedt inzicht omtrent genres, subgenres, vorm, inhoud, literaire techniek, stilistiek, karakters, evolutie, beïnvloeding en historiek. Alles

wat onder de noemer literatuur valt - fictie, non-fictie, poëzie, toneelkunst, essayistiek, kortverhaal - is door Brusselmans doorgrond. Omdat hij, als prominent schrijver, zelf ook tot de literatuur behoort, wisselt hij studieuze stukken af met autobiografisch materiaal, waarin hij aan de lezer een verhelderende kijk geeft in z'n eigen leven en werk. Hij bewijst met deze studie dat hij literatuur leeft, ademt en koestert tot in z'n ziel. Geschiedenis van de moderne literatuur is een uniek boek dat de Vlaamse en Nederlandstalige letterkunde verrijkt met een studie die nooit eerder op deze manier geschreven is. Zelden is zo diep ingegaan op de moderne Nederlandstalige literatuur. Herman Brusselmans (1957) publiceerde reeds meer dan tachtig romans. Hij wordt zowel verguisd als verafgood. Hij is een zeer belangrijk schrijver.

Profil Editora Appris

“Build a better brew by mastering 10 manual methods, from French Press to Chemex, with this comprehensive guide.” —Imbibe Magazine Named a top food & drink book of 2017 by Food Network, Wired, Sprudge, and Booklist This comprehensive but accessible handbook is for the average coffee lover who wants to make better coffee at home. Unlike other coffee books, this one focuses exclusively on coffee—not espresso—and explores multiple pour-over, immersion, and cold-brew techniques on 10 different devices. Thanks to a small but growing number of dedicated farmers, importers, roasters, and baristas, coffee quality is at an all-time high. But for nonprofessionals, achieving café quality at home can seem out of reach. With dozens of equipment options, conflicting information on how to use that equipment, and an industry language that, at times, doesn't seem made for the rest of us, it can be difficult to know where to

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begin. *Craft Coffee: A Manual*, written by a coffee enthusiast for coffee enthusiasts, provides all the information readers need to discover what they like in a cup of specialty coffee—and how to replicate the perfect cup day after day. From the science of extraction and brewing techniques to choosing equipment and deciphering coffee bags, *Craft Coffee* focuses on the issues—cost, time, taste, and accessibility—that home coffee brewers negotiate and shows that no matter where you are in your coffee journey, you can make a great cup at home. “Engaging and fun . . . I really can’t recommend *Craft Coffee: A Manual* enough. If you’re even mildly curious about brewing coffee at home, it’s absolutely worth a read.”

—BuzzFeed

### Exame Springer

Listen up, low-carb libation lovers! Kyndra Holley, the evil genius behind the popular food blog *Peace, Love and Low Carb*, is at it again with her new book, *Keto Happy Hour: 50+ Low-Carb Craft Cocktails to Quench Your Thirst*. Readers rely on Kyndra for healthy, keto-friendly versions of their favorite carb-laden foods. With this book, she shows you how to up your cocktail game, too. Kyndra knows that navigating alcohol can be tricky on a low-carb diet, so she takes all the guesswork out of it for you, showing you how to indulge while sticking to a healthy ketogenic lifestyle. Think you can no longer enjoy a refreshing Moscow Mule at happy hour with your friends, or that you have to skip the margaritas on Taco Tuesday? Think again! *Keto Happy Hour* puts your favorite drinks back on the menu—the low-carb menu, that is. Whether you are

craving a cocktail after a long day at work or looking to entertain guests, this book has you covered. From mixers to drinks and even some pub grub, it’s all here! Mixing up cocktails should be fun, and it shouldn’t come at the cost of your health and weight-loss goals. *Keto Happy Hour* bridges the gap between feeling deprived and feeling mighty fine. With recipes like these—and even *Strawberry Margarita Gummy Worms!*—there is something in this book for everyone. •Strawberry Basil Lemon Drops •Dill Pickle Martinis •Cucumber Mojitos •Moscow Mules •Frosted Rum Cakes •Lemon Basil Crush Happy hour starts now!

### **Moral Disagreements in Business**

Penguin

Helen Garner is one of Australia’s greatest writers. Her short non-fiction has enormous range. Spanning fifteen years of work, *Everywhere I Look* is a book full of unexpected moments, sudden shafts of light, piercing intuition, flashes of anger and incidental humour. It takes us from backstage at the ballet to the trial of a woman for the murder of her newborn baby. It moves effortlessly from the significance of moving house to the pleasure of re-reading *Pride and Prejudice*. *Everywhere I Look* includes Garner’s famous and controversial essay on the insults of age, her deeply moving tribute to her mother and extracts from her diaries, which have been part of her working life for as long as she has been a writer.

*Everywhere I Look* glows with insight. It is filled with the wisdom of life. Helen Garner is an award-winning author of novels, stories, screenplays and works of non-fiction. In 2006 she received the inaugural Melbourne Prize for Literature. Her novel *The Spare Room*, published in 2008, won

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the Victorian Premier's Literary Award for Fiction, the Queensland Premier's Award for Fiction and the Barbara Jefferis Award, and has been translated into many languages. 'Garner is a charming and courageous writer whose distinctive voice exemplifies the range of what is possible in personal writing.' Publishers Weekly 'There's not a word wasted or out of place. Garner observes, intuits, shares and cares about the lives she writes about like no-one else. Readers will laugh, cry, squirm and gasp and wonder. It's Garner's unique gift as a writer, and it's beautifully realised in *Everywhere I Look*.' Books&Publishing '[Garner] has a way of describing the world with such wisdom and candour and, sometimes, delight, that it takes one's breath away...at least, it does mine. Her observations about life are refreshing in their honesty...This is a fine collection that offers many delights to the reader.' Readings 'Similar to a hike, the book is best enjoyed without straining to finish it. It's full of moments to pause and reflect. More importantly, it stirs up that addictive, expansive feeling only the best books can achieve: that you have reached the final page changed, perhaps even a better and more thoughtful person from having travelled alongside Garner's observations for a time.' Daily Review 'Garner's prose is so very pleasant to read—dry, relaxed sentences that calmly reach out towards loveliness...[Her] willingness to look at and truly see the failures of human behaviour, in herself no less than in others, that lends her work its power.' Guardian 'It is a rich, beautiful book by a poet of the everyday, a sheer master of prose. Give it to your grandmother, give it to your tweeting girlfriend. Give it to any man or woman who understands the magic of language. It will hurl them into great gulfs of pleasure, of turmoil and understanding and joy.'

Australian 'Garner's style celebrates and enacts containment and minimalism...Its tenderness and brutality cultivate fruitful and interesting kitchen table conversations spanning the grace and indignity of being "all too human.'" Age/Sydney Morning Herald '[Garner's] writing expresses a hard-won grace. It brings you closer to the world, and shows you how to love it...She has laid the groundwork for a generation of writers; she has repeatedly shown us the glory and the power of an English sentence.' Monthly 'Garner approaches core questions about leading a meaningful life, providing baby boomers in particular with examples of how to live thoughtfully and observantly.' Library Journal 'A mesmerising collection of essays and diary entries, this is a book to savour and re-read. No one else writes with as much insight, clarity and humour. The diary entries in particular are a treat: tiny fragments of life brilliantly observed and beautifully crafted by one of Australia's greatest writers.' Best Non-Fiction Books of 2016, Readings 'There are very few writers whose personal essays seem to depend and widen on a second or even a third or fourth read, but Helen Garner is one of them. Her style is inimitable, for while its elegance is undeniable, its essence is pre-verbal, grounded in her intense and unique ways of looking and seeing.' Kerryn Goldsworthy, Australian Book Review, 2016 Books of the Year 'Everywhere I Look was a pure delight...Her view on things is unpredictable, distinctive, and original.' Mark Rubbo, Australian Book Review, 2016 Books of the Year 'A generous collection of pitch-perfect sketches and reviews, each one taking us with her as she looks, really looks, at the world around her and registers her response to it.' Susan Sheridan, Australian

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Book Review, 2016 Books of the Year 'Garner is a wonderful appreciator: she invites us into the work under review by leading us along the path of discovery she has followed...Her strongest essays evoke emotion through reticence and suggestiveness. They hint at depth of thought and feeling but never become ponderous. And they reveal both the writer and the world by inviting us into her thoughts so that we can see what she sees. Her successes and her failures show just how hard it is for an essayist to answer the question of why we should care – why are personal essays something we might want to spend time on anyway? Her best pieces answer this question: we read them because of the richness of perspective they offer. In them, we see not only a small piece of the world, but also the writer looking at the world and looking back at us, asking us to spend some time gazing at it all right there with her.' Open Letters Monthly 'The light of Helen Garner's piercing observation shines on parents, friends, books, time, the weather, and herself. It's impossible not to trust these engrossing dispatches in their passion and honesty. A lifetime of looking and taking note, and the hard work of examining the significance of what is seen and felt, make this a masterly collection of essays by our greatest non-fiction writer.' Joan London, The Books We Loved 2016, Sydney Morning Herald 'Everywhere I Look, like everything in Garner's oeuvre, brims with clear-eyed insights and crystalline prose. No other writer distils quite like she does.' Jacinta Halloran, The Books We Loved 2016, Sydney Morning Herald 'There are times when Helen Garner is the only author I want to read. Restlessly honest, with a sharp eye for detail, her style is by some rare art at once crystalline and conversational. Everywhere I Look is a memorable essay collection.' Lisa Gorton, The Books We Loved 2016, Sydney Morning Herald 'Reading this collection of essays is like having a long conversation with a clever, funny, big-hearted, magnificently acerbic friend. It left me astonished all over again by Garner's deft handling of whatever subject she chooses. There are pieces here that crackle and fizz with the pleasure she takes in her grandchildren, reading, a good martini, and playing the ukulele...Everywhere I Look made me laugh, cry, and think. It is a book to return to again and again with gratitude.' Best Books of 2016, Radio National 'The no-bullshit-preamble rule is sparkingly employed...Garner is a natural storyteller: her unillusioned eye makes her clarity compulsive...What gives the memoir its power, as so often in Garner's writing, is that she is unsparing, in equal measure, of her subject and of herself, and that she so relishes complicated feelings...[Everywhere I Look] is made singular by Garner's almost reckless honesty, and brought alive by her mortal details.' James Wood, New Yorker 'It's no wonder Garner won a major international award, the \$US150,000 Yale-based Wyndham-Campbell Prize, for her non-fiction writing this year. You just have to read this collection of essays, diary entries and true stories spanning the past 20 years to recognise her immense talent.' Best Books of 2016, Australian Financial Review 'Her writing is elegant and spare, the kind of writing that leaves you wrecked at the end. It's what makes me feel like I'm peeking in her diary when I read the most personal entries in this collection.' Pop.Edit.Lit. 'Spanning 15 years, this varied collection of short non-fiction pieces presents some of Helen Garner's best work. Whether it's a dig into her own life or a broader look into societal whims and ills, Helen Garner is one of our most skilled

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essayists.' Best Books of 2016, Sydney Morning Herald 'Helen Garner's Everywhere I Look is not quite a memoir, but there is a keen personal element to this collection of short nonfiction pieces. Garner has just received an outstanding general review from James Wood in the New Yorker. It's long overdue.' Australian 'Whenever I see Garner I try to act normal but inside, some part of me is always squealing IT'S HELEN GARNER!!! Her new book, Everywhere I Look, is masterful, like everything she writes.' Leigh Sales, ABC News 'This book brims with Garner's wit and wisdom.' Best Books of 2016, Sunday Life 'Helen Garner's Everywhere I Look is like having a backstage pass into the mind, notebooks and creative process of one of Australia's very best writers.' Andy Griffiths, Best Books of 2016, Guardian 'For years, Garner has offered me a model for journalism: a careful observer, she also tells us how those observations change her as well as the subjects of her gaze. Garner reveals her nervous system—but also the dubious games and improvisations of journalism. Everywhere I Look is a collection of Garner's essays and diary entries from the past 15 years. She writes on friendship, ageing, film and literature. In 'The Journey of the Stamp Animals', she writes of rediscovering a children's book that—many years earlier—had seemed so stuffed with illicit magic. Now an adult, this long dreamt-of book in her hands again, she finds the pleasure of having her memory—so often fickle and corruptible—vindicated. The book is as she remembered. It's a measure of Garner's talent that this small, obscure triumph carries the feeling of profundity.' Martine McKenzie-Murray, Best Books of 2016, Guardian 'If you are looking for a voice to speak to you frankly and with humour and warmth about important things, here is the writer for you. Well-known in Australia as a novelist and screenwriter and reporter, Garner is also one of the world's best essayists. Here she is thinking about the indignities of how people treat the ageing, the pleasures of a ukulele, grandfathering, and some of her best friends, who she sketches with a master's economy of gesture. Once you start reading Garner you will wonder what the huge space inside your head she occupies used to be there for.' John Freeman, Best Books of 2016, Literary Hub 'A collection of essays and journal entries which include everything from a carefully observed portrait of Rosie Batty to 'The Insults of Age', where she details the ways in which older women are disregarded and disrespected but with a confessional twist. For me, the best parts are the snippets from her diary and particularly her observations of being an irritated but besotted grandmother. Garner is one of those generous women writers who is prepared to share with you her less redeeming moments in an act of intimacy and empathy with the reader. You won't always agree with Garner's conclusions but how she approaches a question is always interesting.' Feminist Reading Picks of 2016, Age 'She covers topics that others are really afraid of, that really penetrate the human condition, which is something I admire and that has inspired me in my own work.' Virginia Haussegger, Sydney Morning Herald 'There are very few writers whose personal essays seem to deepen and widen on a second or even a third or fourth read, but Helen Garner is one of them. Her style is inimitable, for while its elegance is undeniable, its essence is pre-verbal, grounded in her intense and unique ways of looking and seeing. Everywhere I Look seems the ideal title for her 2016 essay collection.' Kerryn Goldsworthy, Best Books of 2016, Australian Book



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Review 'Pure delight. It showcases Garner's distinctive voice and her take on the world around her. Her view on things is unpredictable, distinctive, and original.' Mark Rubbo, Best Books of 2016, Australian Book Review 'Garner's Everywhere I Look is a generous collection of pitch-perfect sketches and reviews, each one taking us with her as she looks, really looks, at the world around her and registers her response to it.' Susan Sheridan, Best Books of 2016, Australian Book Review 'It made me cry and laugh and think. Garner always reminds me of the power of noticing and the impact of sparse writing.' Leigh Sales 'This collection of essays by one of Australia's best known authors has the sharp steel edge characteristic of all of Garner's work. Observations are cobbled together in an almost conversational way, stopping and starting, dealing in trivialities and family moments. Woven amongst the everyday, there are recollections of grief; a father's death, a friend's funeral, the heartbreak of being in love with a married man. Garner's gimlet eye is as revealing and clear as ever.' Sydney Scoop 'Garner shows us something precious and endangered...the nexus of neighbourhoods and neighbourliness, the simple weatherboard houses and the plain local shops in the suburbs of Fitzroy and Moonee Ponds. In the most ordinary suburb, as in the most extraordinary marine wilderness, what lies beneath is as fascinating as life on the surface.' Times Literary Supplement 'Everywhere I Look is a book full of unexpected moments, sudden shafts of light, piercing intuition, flashes of anger and incidental humour.' Perth Writers Festival, Summer Reading Guide Physics in Food Manufacturing Routledge

Atribui-se ao escritor Albert Camus a frase "Devo me matar ou tomar uma xícara de café?". Absurdos à parte, é inegável que a bebida não passa indiferente: amada por

muitos e odiada por outros tantos, seu processo de extração evoluiu com o tempo, acompanhando em ritmo acelerado o surgimento de novas tecnologias. As cápsulas de café monodose tornaram-se um fenômeno mundial e, apesar de seu elevado custo, caíram rapidamente no gosto dos apreciadores diante da possibilidade de, no conforto do lar ou escritório, saborear um verdadeiro espresso italiano.

*"Today is a holiday"* John Wiley & Sons

En la comunicación publicitaria el idioma es una herramienta imprescindible. Bien es cierto que la imagen persuade, pero nadie negará que rechazar la verbalización no enriquece, precisamente, las acciones comunicativas. Si el idioma es para el publicista lo que el pincel para el pintor, deberá deducirse que para hacer una obra, que no sea de «brocha gorda», habrá que manejar bien variados pinceles. Pensando en esa variedad, es por lo que hemos intentado atender a los mensajes publicitarios con una mirada transversal dirigida a los diferentes sectores: alimentación, automoción, cosmética, higiene, informática, etc. Hemos intentado, pues, alejarnos de un mero descriptivismo y abordar temas susceptibles de ser estudiados en distintas áreas. No podemos olvidar que los profesionales de todos los medios precisan de un buen conocimiento idiomático, no sólo desde el punto de vista normativo sino desde aquellos otros que mejoren sus producciones escritas, orales o audiovisuales, y tanto para la creación de ficción como para la comunicación de las realidades cotidianas, es decir, para todo aquello que haga excelentes

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sus destrezas comunicativas y creativas. De todo ello trata el presente volumen: examinar cuestiones relevantes —procedimientos de persuasión, creatividad léxica, estrategia creativa, figuras retóricas, presencia del destinatario, tecnicismos, etc.— e intentar responder a preguntas del tipo ¿cómo interpretar un mensaje? ¿qué mitos se vierten en el mensaje? ¿qué función cumplen lenguas diversas en un mismo mensaje? etc. Los autores, todos profesores y profesionales relacionados con este complejo mundo de la publicidad, han aceptado el reto de hacer un trabajo transversal y no ceñirse a un único campo, por lo que el lector encontrará ejemplos de sectores diversos. El estudiante, por su parte, hallará un complemento práctico a las bases teóricas expuestas en cada capítulo que será de utilidad para posteriores análisis o producción de anuncios.

**Everywhere I Look** Victory Belt Publishing  
Le merchandising est trop souvent réduit à des techniques de répartition des espaces et de présentation des produits qui ne sont qu'une partie du merchandising global de l'entreprise. C'est en cela que le guide « Merchandising Management » est innovateur, car, en intégrant tous les facteurs qui conditionnent le merchandising – et la multiplicité des actions qui en découlent – il constitue une méthode globale d'observation, d'analyse, de réflexion et d'action avec un but ultime : créer de la valeur, pour le client lui-même et pour l'entreprise. Ainsi, cet ouvrage décrit, avec de nombreux exemples, les actions merchandising à mener dans tous les domaines physiques et virtuels : acteurs, produits dérivés, offre commerciale, supply chain, transcanal, retailtainment, ergonomie des univers, lieux commerciaux physiques et virtuels, réseaux communautaires, nouvelle

fidélisation client... Deux chapitres sont dédiés exclusivement aux nouvelles technologies interactives, omniprésentes dans tous les autres chapitres. Le dernier chapitre est, quant à lui, consacré au repositionnement, condition absolue de l'efficacité pérenne du merchandising. On pourra découvrir en un seul coup d'oeil en 2e de couverture la galaxie des 21 étapes de la méthode et, en tête de chacun des 21 chapitres, les 21 galaxies spécifiques.

**Craveable Keto** CQ Press

Discourse and Creativity examines the way different approaches to discourse analysis conceptualize the notion of creativity and address it analytically. It includes examples of studies of creativity from a variety of traditions and examines the following key areas, how people interpret and use discourse, the processes and practices of discourse production, discourse in modes other than written and spoken language, and the relationship between discourse and the technologies used to produce it. Discourse and Creativity combines a forward-thinking and interdisciplinary approach to the topic of creativity; this collection will be of great value to students and scholars in applied linguistics, stylistics, and communication studies.

*Coletânea Prêmio Off Flip de Literatura [2016]* M.D. Publications Pvt. Ltd.

Coffee, as a commodity and through its global value chains, is the focus of much interest to achieve fair trade and equitable outcomes for producers, processors and consumers. It has iconic cultural and economic significance for Colombia, which is one of the world's major coffee producers for the global market. This book examines sustainable coffee production in Colombia, specifically the initiatives of Nestlé to create shared value. It describes the transformation of the coffee landscape by the development of economically, socially and environmentally viable and dedicated

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supply chains. Suppliers have been encouraged to shift production and quality paradigms, in order to develop long-term and sustainable strategies for higher value and premium quality products. This has been partially achieved by establishing a robust partnership with the Coffee Growers Federation and other public, private and social actors, thereby taking control of the institutional architecture and knowledge base that exists in the country. The book provides an important lesson of corporate social responsibility and the creation of shared value for the benefit of farmers, corporations and consumers.